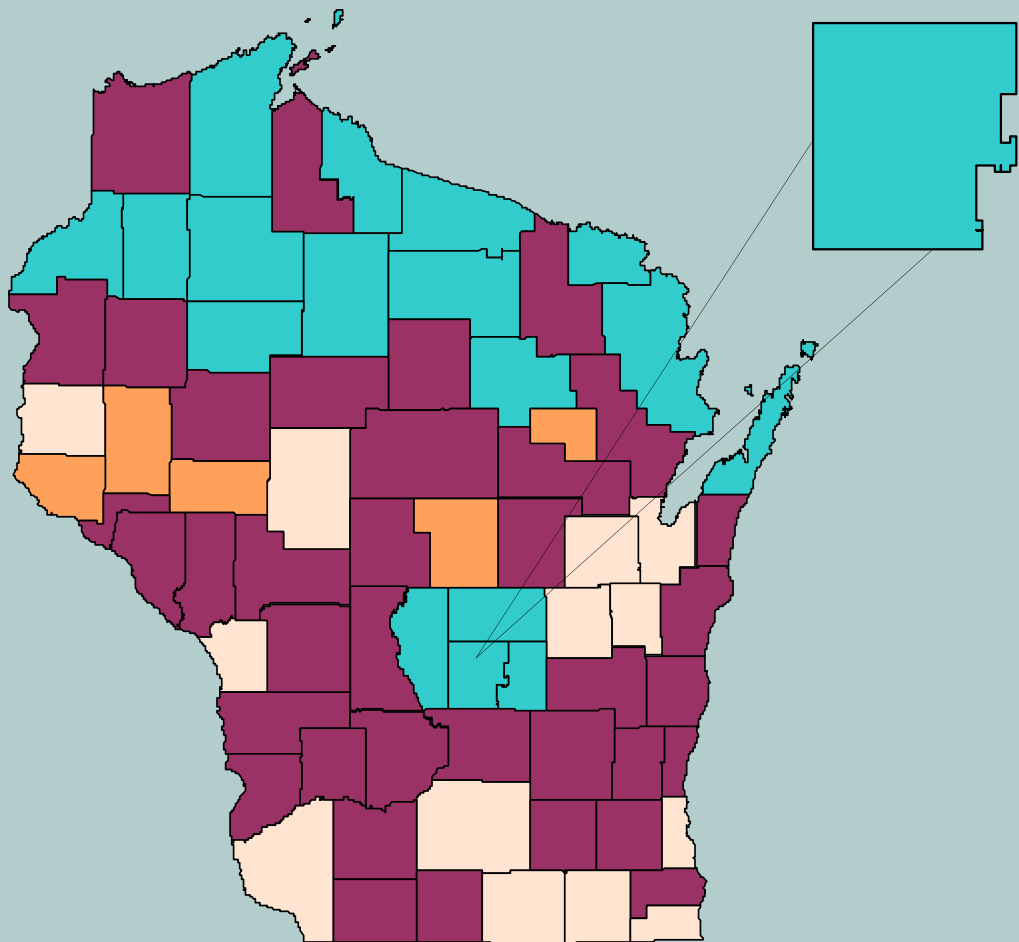


# Marquette County Workforce Profile

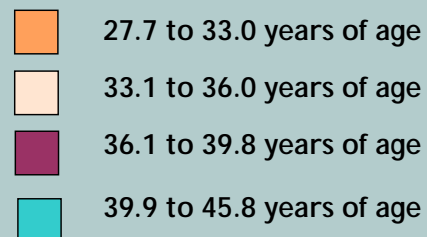
Median Age by County, 2000



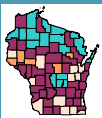
Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002



Source: Census 2000 of the United States



## County Population

January 1, 2001 population figures indicate that only six counties in the state have fewer residents than Marquette County. Depending upon how one defines the region, Marquette County has the lowest county population in the south central portion of the state. The county is geographically smaller than average at 456 square miles so its population density of 32.2 residents per square mile slightly mitigates the lower population, especially for a rural county close to metropolitan areas, Madison and the Fox Valley area. The State average population density is about 99 people per square mile

According to the U.S. Census and Wisconsin's Department of Administration (DOA), Marquette's population grew 18.1 percent from 1990-2000. This figure is newly revised by DOA's Demographic Services Center to reflect a smaller 2000 population estimate from the original census release, which showed decennial growth at almost 29 percent. Despite the downward revision, Marquette County's growth was extremely strong growing faster than the state and national rates of growth from 1990-2000.

Marquette County's net population growth of 2,234

residents was entirely fueled by migration into the county rather than by natural increase. Natural increase was actually a negative component of growth in Marquette as the number of deaths (1,549) in the county exceeded the number of births (1,462) over the last decade.

Marquette's largest municipalities are the City of Montello and the Town of Packwaukee with 2001 populations of about 1,300 and 1,400 residents, respectively. Being very small communities, they do not necessarily serve as central growth hubs for surrounding communities. In fact, much of the population and growth has been distributed rather evenly among many of the towns and villages all over the county. Communities along U.S. Highway 51 and State Highway 23 seem to be experiencing growth at a slightly quicker pace, but not absolutely when you are comparing communities that still number in the hundreds in population and rates of growth can inflate more quickly for small communities than already large population bases.

At the present pace, Marquette County is projected to grow about 13 percent from 2000 to 2010, which

*(Continued on page 2)*

### Total Population

|                  | 2000 Census | January 1, 2001<br>Estimate | Percent<br>change |
|------------------|-------------|-----------------------------|-------------------|
| United States    | 281,421,906 | 283,474,000                 | 0.7%              |
| Wisconsin        | 5,363,675   | 5,400,449                   | 0.7%              |
| Marquette County | 14,555      | 14,663                      | 0.7%              |

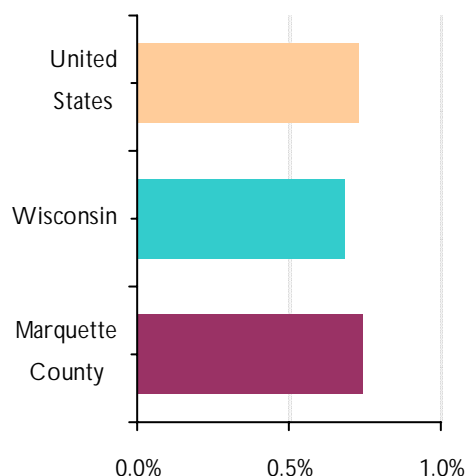
### Ten Largest Municipalities

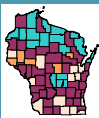
|                    |       |       |       |
|--------------------|-------|-------|-------|
| Montello, City     | 1,397 | 1,401 | 0.3%  |
| Packwaukee, Town   | 1,297 | 1,307 | 0.8%  |
| Westfield, Village | 1,217 | 1,227 | 0.8%  |
| Buffalo, Town      | 1,085 | 1,090 | 0.5%  |
| Montello, Town     | 1,043 | 1,052 | 0.9%  |
| Oxford, Town       | 859   | 874   | 1.7%  |
| Douglas, Town      | 768   | 767   | -0.1% |
| Harris, Town       | 729   | 736   | 1.0%  |
| Mecan, Town        | 726   | 730   | 0.6%  |
| Westfield, Town    | 689   | 694   | 0.7%  |

\* Marquette portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001





## State of Wisconsin - Marquette County

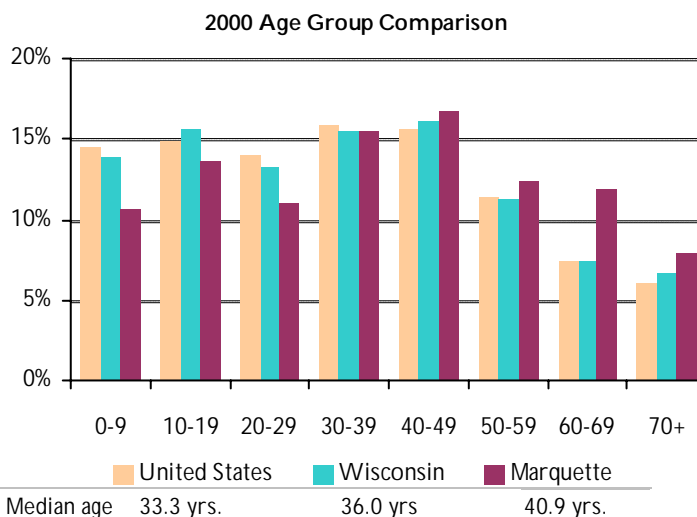
(Continued from page 1)

is slower than the last decade, yet is over twice as fast as the predicted rate of state growth, which is a little over six percent.

### Population and Age

The median age of Marquette County is 40.9 years of age and is one of the two "eldest" counties in this part of the state, the other being the bordering Green Lake County, which has the same median age. Very simply, Marquette County has a large disparity of younger to older population. This disparity has been brought about by the migration of older residents into the area, coupled with the out-migration of younger population.

The graph to the right shows the age group distribution within the county relative to the state and nation. Marquette has a greater percentage of population of those in their forties (baby boomers) and older and lesser share of those in their twenties (generation x) and younger. And because of the lesser contingent of younger adults, one sees a corresponding disparity in the number of their children, or those ages 0 to nine years of age.

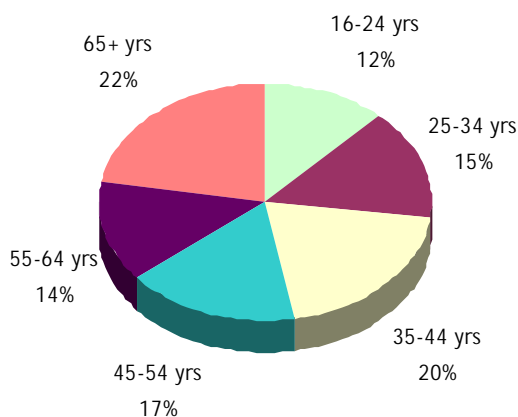


Source: US Department of Commerce, Census Bureau, *Census 2000*

Gender differences in population change are also apparent. For example, females aged 25-34 show a loss of about 16 percent from 1990-2000. Males, the same age and over the same time span gained about 53 percent. Study outside of this forum would show that if one were to follow age cohorts as they progress in Marquette that females are migrating out Marquette, while gaining male population; specifically women in that are now in their late teens and early twenties.

## County Civilian Labor Force

**Marquette County Labor Force Age Groups**

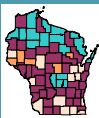


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

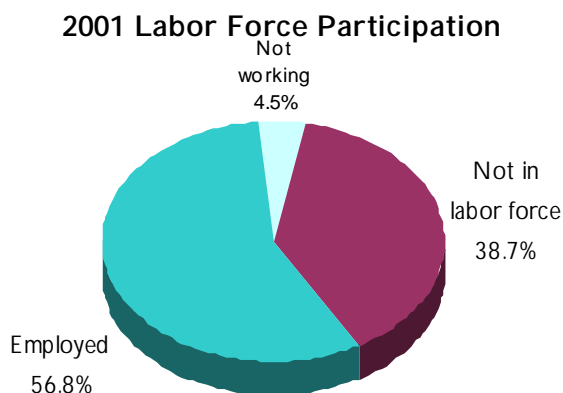
The age composition of the population can be taken a step further and can be presented in light of the labor force. This is very important because it tells much about the future needs for labor in Marquette County.

Like the population in general, those in their prime "working years" tend to be a bit older as well. Those between ages 16 to 34 make up 27 percent of the labor force aged. In comparison, those ages 35 and 54 compose 37 percent of the working aged. Those in this younger group have a tendency to not be fully integrated in the labor force due to school commitments or lack of skills/experience that will enable them to compete for more fulfilling and better paying employment. This makes the disparity a

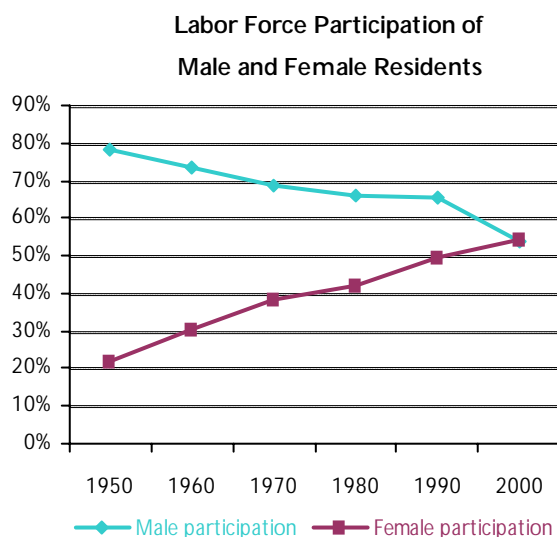
(Continued on page 3)



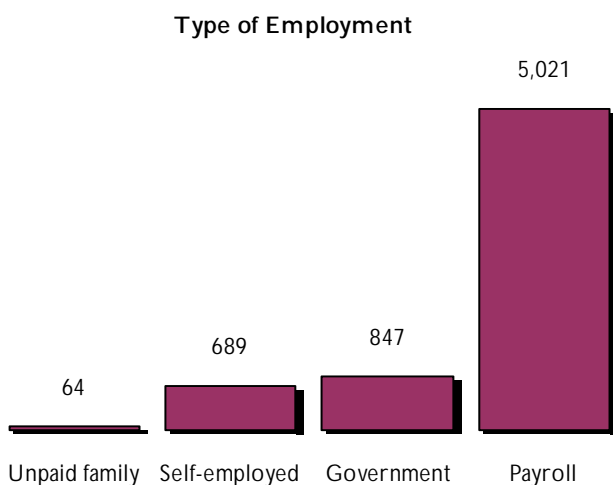
## State of Wisconsin - Marquette County



Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

bit heavier to the baby boomer side of the equation and this is not even accounting for the number of younger folks in their late teens and early twenties who are speculated to be leaving Marquette County in droves for larger metropolitan areas and college campuses, especially the female population. In short, these demographic disparities may prove to show a lack of available labor for retirement replacements and that an aging population will dictate the economy as a whole. These demographics will change how and where resources are allocated.

### Labor Force

The labor force is the sum of those employed and unemployed *whom have actively sought work in the last month*. Labor force-eligible residents must be 16 years or older, civilian and not a member of an institutional population such as a prison. Labor force is measured via a monthly survey that considers only if the person has worked (at least one hour) and not where they worked. This is an important distinction because many residents of a county work in other counties. What this implies is that industries and jobs of one county may have an impact on the labor force of another county. It is fair to say that the surrounding counties have an effect on Marquette County's labor force and vice versa. As of 2001, the labor force participation rate (LFPR) in Marquette County was 61.3 percent (rounded), which is lower than the state rate of 73.5 percent. It is also lower than the national rate of 66.9 percent.

Marquette ranks 61<sup>st</sup> of 72 counties in LFPR as this component is one of the most salient measurements of Marquette's present and future labor force performance. Marquette's LFPR is uncharacteristic with respect to many south central Wisconsin counties, that is, it has declined throughout the 1990's when many regional counties saw unprecedented high and rising rates of participation. It should be noted that most Wisconsin counties show a peak in LFPR in the late 1990's after many successive years of increase and are declining. (2001, statewide LFPR shows a small, and probably not enduring increase-Marquette shows this same slight increase, too.)

Wisconsin has shown one of the nation's highest

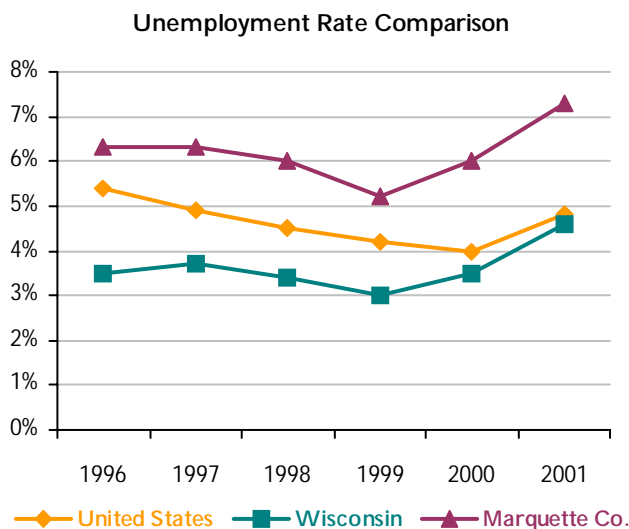
(Continued on page 4)



## State of Wisconsin - Marquette County

LFPR, and while Marquette County is not the most representative of Wisconsin's national ranking it has exhibited the characteristics that have helped catapult Wisconsin's ranking to near the top. The male/female LFPR graph (Page 3, middle) show a rising female LFPR and a declining male LFPR. The steady female increase over the last 50 years is a reflection and combination of the need for two income homes; the advent of female, single-parent households and the choice by females to take advantage of increased opportunities to join the labor force. In most counties the female LFPR has increased faster than male, but the male rate usually remains higher, overall. This is not the case in Marquette County.

The labor force has increased by 4.3 percent from 1996-2001. The labor force components show a three percent increase in the number of employed and 23 percent increase in the number of those unemployed over the same timeframe. This increase in unemployed has brought about a one full percentage point increase in unemployment rate from 6.3 to 7.3 percent. It should be noted that the number of those employed increased from 2000-2001 as well, but the number of unemployed increased

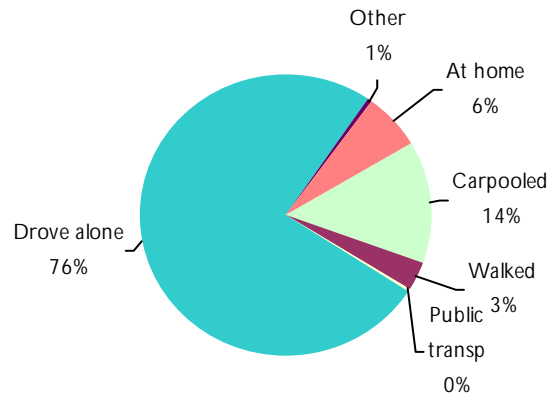


### Marquette County Civilian Labor Force Data

|                   | 1996  | 1997  | 1998  | 1999  | 2000  | 2001  |
|-------------------|-------|-------|-------|-------|-------|-------|
| Labor Force       | 7,000 | 7,100 | 7,100 | 6,900 | 7,000 | 7,300 |
| Employed          | 6,600 | 6,700 | 6,700 | 6,500 | 6,600 | 6,800 |
| Unemployed        | 440   | 450   | 430   | 360   | 420   | 540   |
| Unemployment Rate | 6.3%  | 6.3%  | 6.0%  | 5.2%  | 6.0%  | 7.3%  |

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

### County Travel-to-Work Patterns

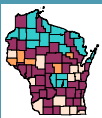


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

proportionately faster, hence the large annual increase which serves as the largest portion of change over this five-year reference period.

So why the higher unemployment rates? Primarily, one must look outwards of Marquette County. Neighboring counties' economies have an effect on Marquette's labor force figures. Almost 50 percent of employed Marquette County residents work outside of the county. Census data from 2000 is not yet available to show specifically to which counties they are commuting as that data is anticipated in 2003. Suffice it to say that neighboring counties such as Dane and Columbia have the greatest draw of Marquette residents and that Marquette County is sensitive to industry performance in these counties. Manufacturing employment, for example, and its regional performance in many counties has definitely affected Marquette's unemployment rate during the most recent recession.

Secondly, one must look at the industry performance within Marquette as it will eventually be impacted by the "demographic imperatives" of an aging population, not to mention the direction of the regional, state and national economies.



## County Industry Employment

### Nonfarm Wage and Salary Employment

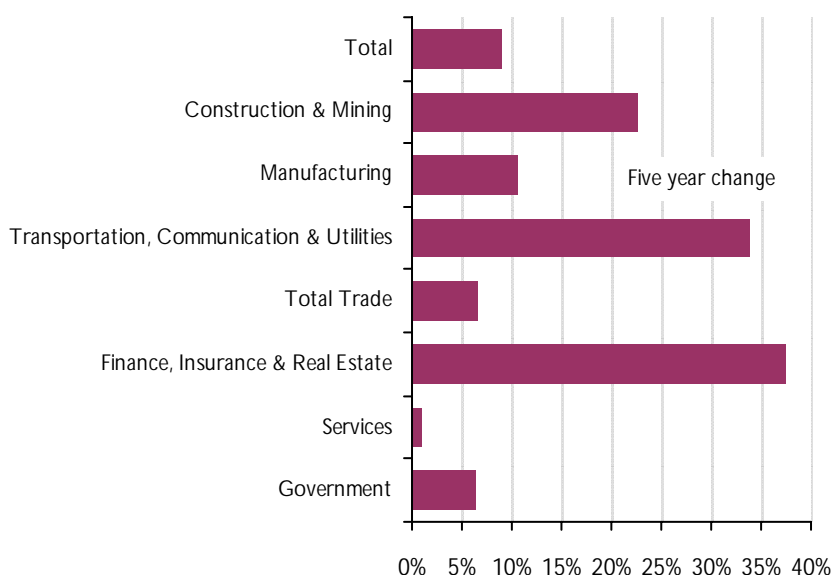
|  | 1996  | 1997  | 1998  | 1999  | 2000  | 2001  | Percent change |        |
|--|-------|-------|-------|-------|-------|-------|----------------|--------|
|  |       |       |       |       |       |       | 1 year         | 5 year |
| <b>Total</b>                               | 3,503 | 3,694 | 3,829 | 3,818 | 3,848 | 3,821 | -0.7%          | 9.1%   |
| <b>Goods Producing</b>                     | 1,307 | 1,404 | 1,409 | 1,416 | 1,474 | 1,472 | -0.2%          | 12.6%  |
| Construction & Mining                      | 205   | 263   | 259   | 264   | 284   | 251   | -11.5%         | 22.6%  |
| Manufacturing                              | 1,103 | 1,141 | 1,151 | 1,152 | 1,190 | 1,221 | 2.6%           | 10.7%  |
| Durable                                    | 530   | 514   | 518   | 492   | 486   | 458   | -5.8%          | -13.6% |
| Nondurable                                 | 573   | 628   | 632   | 660   | 704   | 763   | 8.3%           | 33.1%  |
| <b>Service Producing</b>                   | 2,196 | 2,290 | 2,420 | 2,402 | 2,374 | 2,349 | -1.1%          | 7.0%   |
| Transportation, Communications & Utilities | 62    | 72    | 109   | 106   | 91    | 84    | -7.8%          | 33.9%  |
| Total Trade                                | 750   | 754   | 773   | 808   | 810   | 800   | -1.2%          | 6.7%   |
| Wholesale                                  | 78    | 75    | 80    | 75    | 89    | 95    | 7.1%           | 22.3%  |
| Retail                                     | 672   | 679   | 694   | 733   | 721   | 705   | -2.3%          | 4.9%   |
| Finance, Insurance, and Real Estate        | 81    | 88    | 105   | 106   | 109   | 111   | 2.2%           | 37.3%  |
| Services & Misc.                           | 595   | 660   | 709   | 654   | 593   | 601   | 1.3%           | 1.0%   |
| Total Government                           | 707   | 715   | 724   | 729   | 771   | 753   | -2.4%          | 6.5%   |

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary (NFWS) employment data are the complement to the labor force data from the previous pages. These are derived from a monthly survey that counts the number of workers in an establishment (by industry). These are reported as the number of jobs in the county regardless of where the employee lives. The number of Marquette industries' jobs has increased about nine

percent since 1996, which is just bit higher than the 8.7 percent growth the state has experienced. Marquette's job growth has been centered in the goods-producing industries rather than services-producing, as much of the national economy has been heading into the services direction for quite some time.

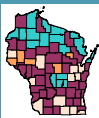
### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

Manufacturing employment has not been hit as hard by the recession (through 2001) in Marquette County due to the fact that most of its production base is in non-durable goods manufacturing (food and kindred products, etc.) and tend to be "defensive" industries, which means they are not as prone to fluctuation in typical business cycles.

Growth has also been strong in industries that are addressing the in-migration of residents, many of whom are retired. Finance, insurance and real estate; and construction of new residential properties are the two fastest growing industries in Marquette County. Surprisingly, services, and more specifically, health services is not expanding in this older than average population.



## State of Wisconsin - Marquette County

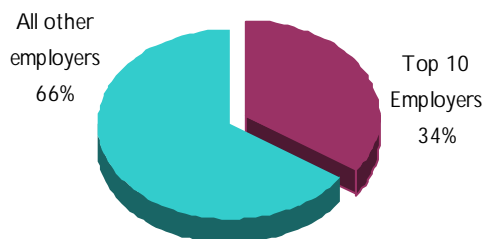
| Top 10 Employers                  |   |         |
|-----------------------------------|---|---------|
| Company                           | Product or Service                              | Size    |
| Brakebush Brothers Inc.           | Poultry processing                              | 500-999 |
| Glen Oak Lumber & Milling Inc.    | Wood millwork                                   | 50-99   |
| Montello Products Co              | Electrical device manufacturing                 | 50-99   |
| Wisconsin Illinois Senior         | Nursing care                                    | 50-99   |
| Northland Community Services Inc. | Social services                                 | 50-99   |
| Pioneer of Westfield Inc.         | Gasoline and automotive products                | 50-99   |
| Nelson Industries Inc.            | Industrial & commercial machinery manufacturing | 50-99   |
| Timme Inc.                        | Highway and street construction                 | 50-99   |
| Sunny Ridge LLC                   | Residential care                                | 20-49   |
| Europlast Ltd                     | Plastics production                             | 20-49   |

### Top 10 Industry Groups

| Industry Group                        | March 2001 |           | Numeric change |        |
|---------------------------------------|------------|-----------|----------------|--------|
|                                       | Employers  | Employees | 1-year         | 5-year |
| Food and Kindred Products             | *          | *         | *              | *      |
| Educational Services                  | 4          | 398       | 3              | *      |
| Eating and Drinking Places            | 37         | 282       | -32            | -1     |
| Automotive Dealers & Service Stations | 12         | 204       | 9              | 65     |
| Social Services                       | 14         | 185       | 2              | 38     |
| Industrial Machinery and Equipment    | 6          | 167       | 4              | -33    |
| Lumber and Wood Products              | 10         | 161       | -40            | -27    |
| Food Stores                           | *          | *         | *              | *      |
| Executive, Legislative, and General   | 14         | 95        | 12             | -3     |
| Health Services                       | 8          | 89        | -3             | -57    |

\*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

The top ten employers compose about, 34 percent, or double the percentage of total employment than the average Wisconsin county. This is fairly common of small counties to have their largest employers contain such a high ratio of the total employment. One will notice that the top ten employers are dominated by one very large employer, followed by nine small to medium-sized companies.

The top ten industries follow very closely with the top ten employers as Marquette County has a great deal of centralization in non-durable goods manufacturing and retail trade (eating and drinking places, food stores). Government employers also make up a large contingent of total employment in the form of the school districts' employment and the municipal and county administration. Nursing care is a

(Continued on page 7)





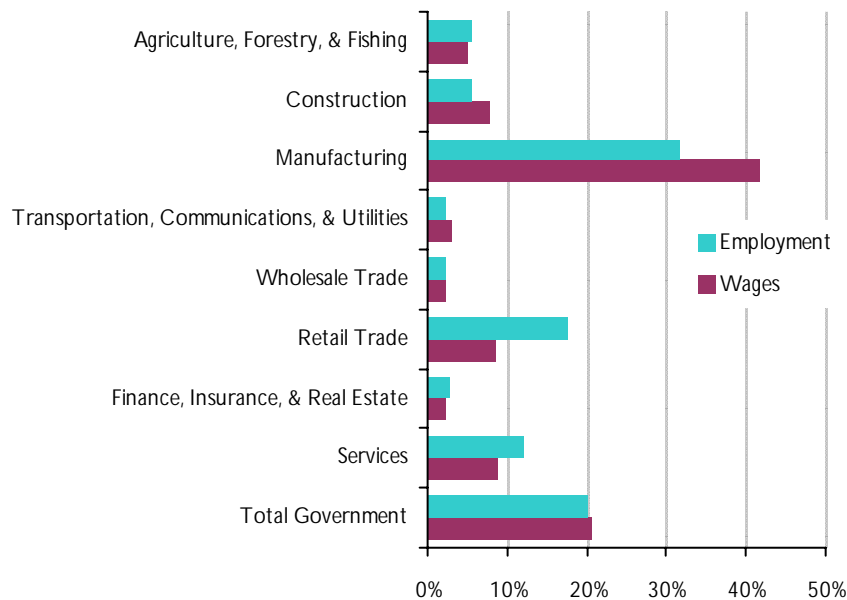
## State of Wisconsin - Marquette County

large component of health services employment and will probably become larger despite seeing a one and five-year dip in employment. The health services decrease is probably not a reflection of demand, but rather, a reflection of labor availability.

The graph immediately below shows the distribution of industry employment. It also distributes the wages paid by each of these industries. What is very clear from this graph is that the manufacturing industries are deeply entrenched in the county's

economy as the wages paid are at a premium over the amount of total employment, making these jobs highly valued. Manufacturing jobs tend to be higher than average in pay due to union agreements, the availability of overtime and higher entry-level pay. A good contrast to the manufacturing distribution is the retail trade industry. Retail trade shows a large distribution of employment, but a disproportionately lower amount of total wages paid. These low wages are due to a large employee base that is typically weighted to the side entry-level in job tenure, and very importantly, only part-time in the number of hours worked per week.

**2001 Employment & Wage Distribution by Industry Division**



The table at the bottom of the page shows wages paid in Marquette industries at 72.6 percent of the state average. This is a good indication of why so many commute elsewhere for work. Industry wages have generally risen at the same rate as the state average wage, but they have maintained their disparities, especially in finance, insurance and real estate, wholesale trade and services, where the occupational make up, again, is probably more entry-level, and less managerial or technical as rural counties typically are relative to metropolitan counties.

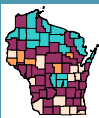
**Annual Average Wage By Industry Division**

|   | Marquette Co.<br>Annual Average<br>Wage | Wisconsin<br>Annual Average<br>Wage | Percent of<br>State Average | 1-year<br>percent<br>change | 5-year<br>percent<br>change |
|---|---|-------------------------------------|-----------------------------|-----------------------------|-----------------------------|
| All Industries*                             | \$ 22,438                               | \$ 30,922                           | 72.6%                       | 1.5%                        | 21.8%                       |
| Agriculture, Forestry, & Fishing            | \$ 19,770                               | \$ 22,565                           | 87.6%                       | 5.2%                        | 29.3%                       |
| Construction                                | \$ 31,069                               | \$ 39,011                           | 79.6%                       | 2.0%                        | 1.1%                        |
| Manufacturing                               | \$ 29,412                               | \$ 39,739                           | 74.0%                       | -2.5%                       | 23.0%                       |
| Transportation, Communications, & Utilities | \$ 30,700                               | \$ 36,639                           | 83.8%                       | 12.5%                       | 29.5%                       |
| Wholesale Trade                             | \$ 23,441                               | \$ 40,521                           | 57.8%                       | 12.8%                       | 18.6%                       |
| Retail Trade                                | \$ 10,885                               | \$ 14,596                           | 74.6%                       | 3.3%                        | 21.4%                       |
| Finance, Insurance, & Real estate           | \$ 19,895                               | \$ 40,933                           | 48.6%                       | -15.8%                      | 6.2%                        |
| Services                                    | \$ 16,367                               | \$ 28,775                           | 56.9%                       | 8.0%                        | 26.1%                       |
| Total Government                            | \$ 22,861                               | \$ 33,785                           | 67.7%                       | 2.7%                        | 14.6%                       |

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



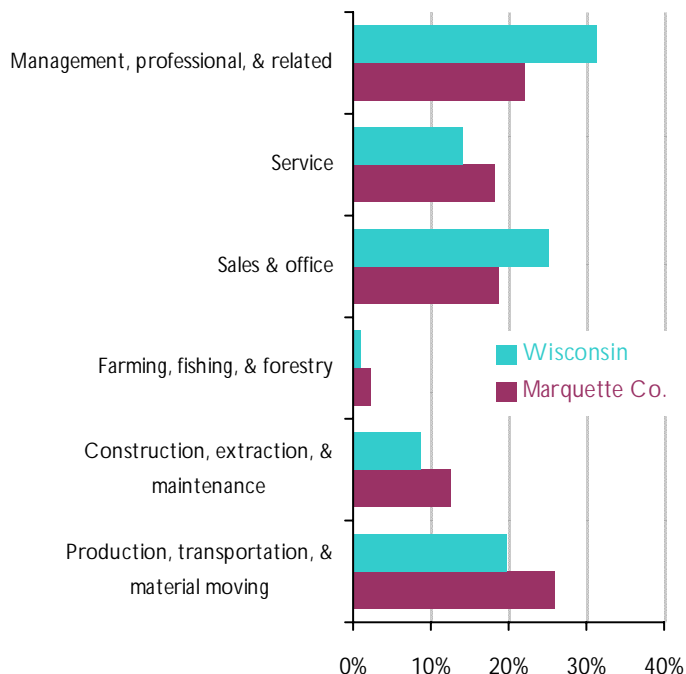


## Occupation and Education Characteristics of County Population

The graph to the right is a view of Marquette County's occupational groups independent of industry, meaning that these occupations could conceivably span across all industries, e.g., it would probably be very difficult to find many farm or fishing workers in health care services, but not necessarily impossible. Industries certainly do formulate occupational composition, but there are additional factors as well that determine what kinds of workers are employed/demanded in a county such as the complexity of the services offered and goods produced.

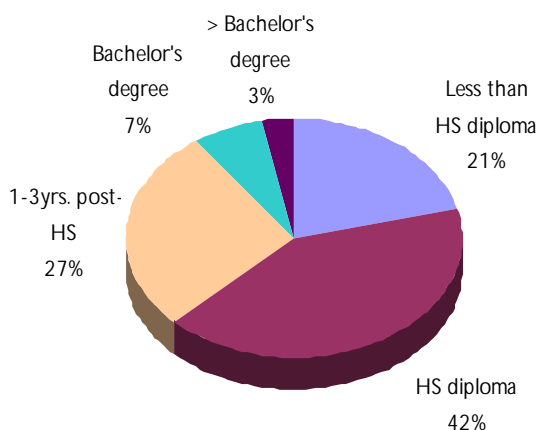
Marquette is a rural county and does not look, occupationally, like the state as a whole. Marquette residents show a larger presence of those in services, production/transportation and construction occupations relative to Wisconsin. They work in fewer management/professional and sales and office jobs than the state as a whole. This occupational pattern is typical for residents of non-metropolitan counties. The State of Wisconsin actually looks more like the collection of the handful of metropolitan counties' occupations rather than the occupations within the larger collection of non-metropolitan counties as the majority of jobs, approximately 72 percent, in the state are located in 13 metropolitan-designated counties. Again, about half of the working residents of Marquette County commute to other counties for work.

Employment by Occupation Group: 2000



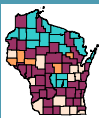
US Department of Commerce, Census 2000

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The educational attainment of a county's population tells quite a bit about a county's population and workforce. The graph to the lower left shows the last year completed of educational attainment. Seventy-nine percent (rounded) of Marquette County's population, ages 25 and older, have a high school diploma. This is below the 85 percent rate of the state as a whole. About ten percent of the population hold a bachelor's degree or higher. This is well under half the rate of the state (22.4 percent). The level of attainment holds explanation for the types of occupations that the Marquette County residents hold as some occupational groups *typically* require some particular level of education as other do not and may require experience or on the job training. Also, it is not uncommon for rural/non-metropolitan counties to have a lower level of attainment than metropolitan counties. Marquette County ranks 69<sup>th</sup> of 72 counties in bachelor's degree or higher attainment, though the number of those with a bachelor's degree or higher has increased 54 percent since 1990—faster than the state rate of growth of approximately 42 percent.



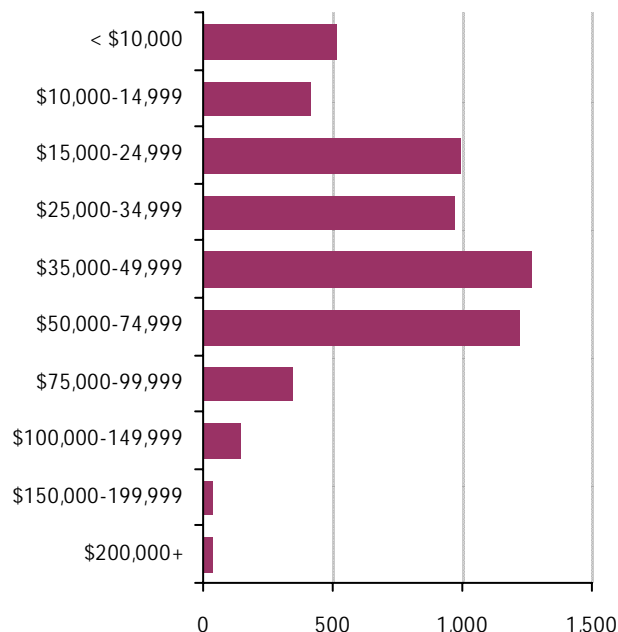
## County Income Information

Household income is the measure of total income of the householder and all other individuals age 15 years and over in the household, whether they are related to the householder or not. Because many households consist of only one person, average household income is usually less than average family income. Marquette County ranks 51<sup>st</sup> of 72 counties in median household income and is lower than the state and national average medians, by 18 and 15 percent respectively. Marquette's Household income is \$35,746 to Wisconsin's \$43,791.

Per capita personal income (PCPI) is a measure of the county's total personal income divided by the total population. Marquette's PCPI rank diverges quite differently and lower than its median household income. Marquette ranks 70<sup>th</sup> in PCPI as many of the other regional counties share this low income figure. The average industry wage paid in the county (\$22,438 in 2001) ranks 59<sup>th</sup> in the state.

Wages make up the largest component of a person's or household's income, but Marquette County PCPI shows a disproportionately large amount of income from governmental transfer payments, mostly in the form of monthly social security payments. Net earning from jobs make, conversely, make up a lesser share of residents total income and this is no surprise given the age make up of the population and the number of retirees that live in Marquette County. A figure to back this up is the

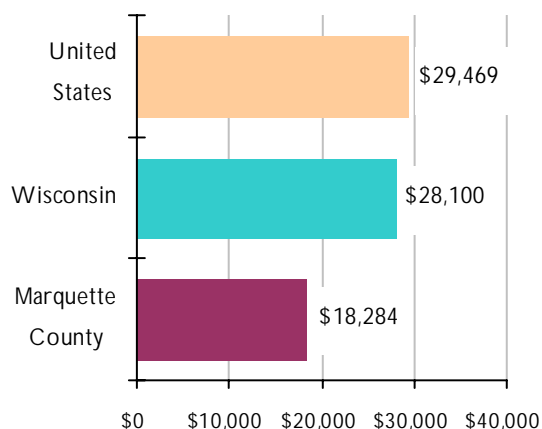
**Households by Income Range**  
Median household income in Marquette Co. \$35,746



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

fact that about ten percent of the Wisconsin's households have members that are 65 years of age or older; Marquette County's figures show 33 percent. This is quite in line with the fact that about 13 percent of the state's population is 65 years and older, whereas Marquette County stands at a little over 18 percent.

**Per Capita Personal Income 2000**



Source: US Department of Commerce, Bureau of Economic Analysis

**Components of Total Personal Income: 2000**

